



City of Culver City

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Staff Report

File #: 22-410, **Version:** 1

Item #: C-7.

CC - (1) Approval of the Culver City Arts District Business Improvement District Annual Work Plan and Budget; and (2) Adoption of a Resolution of Intention to Levy the Culver City Arts District Business Improvement District Assessment for 2022 and Set a Public Hearing on December 13, 2021.

Meeting Date: November 8, 2021

Contact Person/Dept: Elaine Warner/Community Development
Todd Tipton/ Community Development

Phone Number: (310) 253 - 5777
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Fiscal Impact: Yes ☐ No ☒

General Fund: Yes ☐ No ☒

Public Hearing: ☐

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒ **Date:**

Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (11/04/2021); Businesses in the Culver City Arts District (10/29/2021)

Department Approval: Sol Blumenfeld/ Community Development Director (10/20/2021)

RECOMMENDATION

Staff recommends the City Council (1) approve the Culver City Arts District Business Improvement District (BID) Advisory Board's Annual Work Plan and Budget for 2022 (Report); and (2) adopt a Resolution of Intention to levy the BID Assessment for 2022 and set a public hearing on December 13, 2021.

BACKGROUND

On February 8, 2016, the City Council established the BID through the adoption of Ordinance No. 2016-003 in accordance with the Parking and Business Improvement Area Law of 1989 within the California Streets and Highways Code. The CCAD BID provides a mechanism for businesses to levy

assessments on themselves for, among other things, the maintenance and improvement of public areas and promotion of the business district. The BID Work Program is managed by the Culver City Arts District (CCAD) in accordance with the Management Agreement between the City and the CCAD. Pursuant to the Streets and Highways Code, the City Council is required to review and consider the BID Advisory Board's Report (Report) (Attachment 1) during a public meeting when renewing a BID.

DISCUSSION

After reviewing the Report and allowing public testimony, the City Council may:

- Adopt it as submitted by the BID Advisory Board;
- Modify any aspect of it and adopt it as modified; or,
- Reject it, thereby declining to adopt the recommended assessment.

If the City Council adopts the Report (as submitted or as modified), the City Council must adopt a resolution declaring its intent to levy the 2022 BID assessment and set the date for the required public hearing (memorialized via a Resolution of Intention - Attachment 2). Staff is recommending the public hearing be scheduled for December 13, 2021. The public will be notified of the public hearing in accordance with state law.

The 2022 BID Report proposes activities related to:

- Maintenance and Beautification
- Marketing and Promotion
- Advocacy and Administration

The CCAD BID Advisory Board recommends no change to the current BID boundaries or assessment rates for 2022.

FISCAL ANALYSIS

To date approximately \$38,898 has been collected from the 2021 assessment. The City's consultant (HdL) sent delinquent notices and is working with individual businesses to collect delinquent assessments. The 2022 BID budget estimates assessment revenues of approximately \$40,138, less the City's two percent Administration Fee. There is no fiscal impact to the City relative to the adoption of the Resolution of Intention or setting the time and place for the public hearing to continue the BID for 2022.

ATTACHMENTS

1. 2022 CCAD Report and Work Plan
2. 2022 Resolution of Intention

MOTION

That the City Council:

1. Approve the CCAD BID Advisory Board's 2022 Annual Report and Work Plan as filed with the City Clerk; and
2. Adopt a Resolution of Intention to Conduct a Public Hearing on December 13, 2021 for the Consideration of the Levy of the Culver City Arts District Business Improvement District Assessment for 2022.